



Retail MarketPlace Profile

Seguin Retail Trade Area
Area: 1,627.08 square miles

Prepared by Esri

Summary Demographics

2021 Population	116,676
2021 Households	41,963
2021 Median Disposable Income	\$52,098
2021 Per Capita Income	\$29,952

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

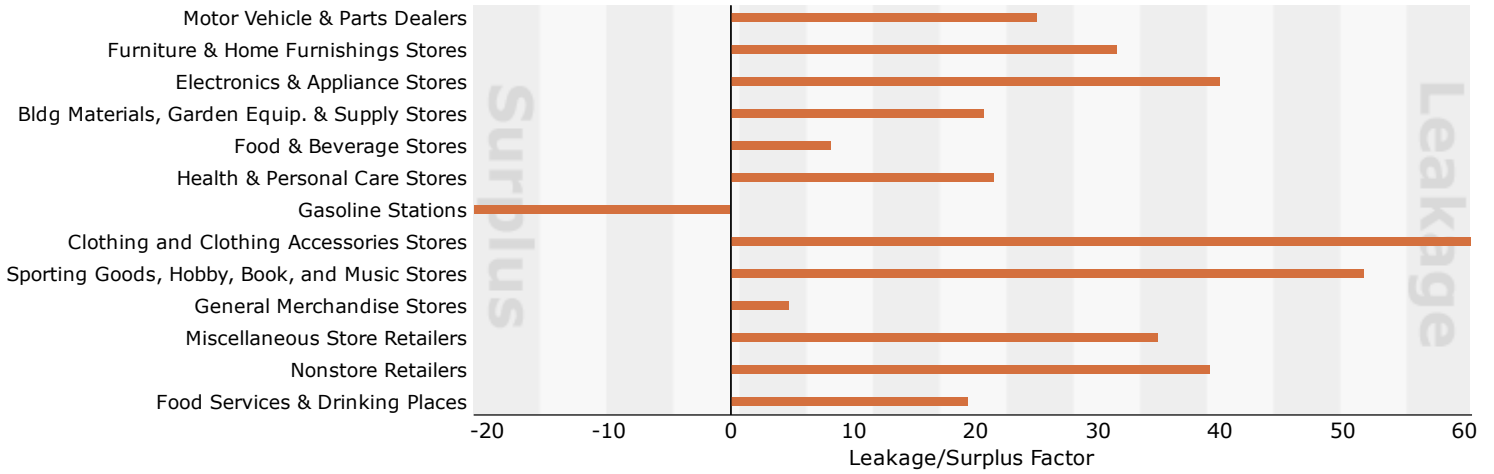
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,385,831,553	\$1,040,685,491	\$345,146,062	14.2	663
Total Retail Trade	44-45	\$1,257,261,846	\$953,932,898	\$303,328,948	13.7	457
Total Food & Drink	722	\$128,569,707	\$86,752,593	\$41,817,114	19.4	206
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$284,040,294	\$169,953,206	\$114,087,088	25.1	68
Automobile Dealers	4411	\$229,204,681	\$131,295,624	\$97,909,057	27.2	27
Other Motor Vehicle Dealers	4412	\$31,042,051	\$16,545,172	\$14,496,879	30.5	8
Auto Parts, Accessories & Tire Stores	4413	\$23,793,562	\$22,112,409	\$1,681,153	3.7	33
Furniture & Home Furnishings Stores	442	\$40,792,935	\$21,187,259	\$19,605,676	31.6	20
Furniture Stores	4421	\$23,518,951	\$18,198,120	\$5,320,831	12.8	9
Home Furnishings Stores	4422	\$17,273,984	\$2,989,139	\$14,284,845	70.5	11
Electronics & Appliance Stores	443	\$42,250,424	\$18,070,207	\$24,180,217	40.1	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$87,918,520	\$57,741,938	\$30,176,582	20.7	38
Bldg Material & Supplies Dealers	4441	\$82,783,906	\$52,612,577	\$30,171,329	22.3	30
Lawn & Garden Equip & Supply Stores	4442	\$5,134,615	\$5,129,362	\$5,253	0.1	8
Food & Beverage Stores	445	\$224,690,581	\$190,642,003	\$34,048,578	8.2	72
Grocery Stores	4451	\$204,662,015	\$169,666,756	\$34,995,259	9.3	45
Specialty Food Stores	4452	\$9,500,052	\$15,602,392	-\$6,102,340	-24.3	18
Beer, Wine & Liquor Stores	4453	\$10,528,514	\$5,372,855	\$5,155,659	32.4	9
Health & Personal Care Stores	446,4461	\$75,067,806	\$48,489,994	\$26,577,812	21.5	17
Gasoline Stations	447,4471	\$129,273,998	\$198,217,352	-\$68,943,354	-21.1	59
Clothing & Clothing Accessories Stores	448	\$51,703,782	\$12,676,410	\$39,027,372	60.6	23
Clothing Stores	4481	\$34,786,408	\$8,853,611	\$25,932,797	59.4	16
Shoe Stores	4482	\$7,362,922	\$867,908	\$6,495,014	78.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$9,554,452	\$2,954,891	\$6,599,561	52.8	6
Sporting Goods, Hobby, Book & Music Stores	451	\$40,529,354	\$12,852,853	\$27,676,501	51.8	27
Sporting Goods/Hobby/Musical Instr Stores	4511	\$36,356,427	\$11,926,803	\$24,429,624	50.6	22
Book, Periodical & Music Stores	4512	\$4,172,927	\$926,050	\$3,246,877	63.7	5
General Merchandise Stores	452	\$210,154,628	\$190,858,727	\$19,295,901	4.8	30
Department Stores Excluding Leased Depts.	4521	\$143,616,114	\$159,797,531	-\$16,181,417	-5.3	7
Other General Merchandise Stores	4529	\$66,538,514	\$31,061,196	\$35,477,318	36.3	23
Miscellaneous Store Retailers	453	\$50,699,477	\$24,449,235	\$26,250,242	34.9	75
Florists	4531	\$2,073,122	\$1,805,003	\$268,119	6.9	11
Office Supplies, Stationery & Gift Stores	4532	\$10,007,929	\$6,032,015	\$3,975,914	24.8	17
Used Merchandise Stores	4533	\$7,576,303	\$4,586,575	\$2,989,728	24.6	20
Other Miscellaneous Store Retailers	4539	\$31,042,123	\$12,025,642	\$19,016,481	44.2	26
Nonstore Retailers	454	\$20,140,047	\$8,793,714	\$11,346,333	39.2	11
Electronic Shopping & Mail-Order Houses	4541	\$13,540,550	\$0	\$13,540,550	100.0	0
Vending Machine Operators	4542	\$1,106,552	\$2,888,181	-\$1,781,629	-44.6	4
Direct Selling Establishments	4543	\$5,492,945	\$5,905,533	-\$412,588	-3.6	7
Food Services & Drinking Places	722	\$128,569,707	\$86,752,593	\$41,817,114	19.4	206
Special Food Services	7223	\$1,553,483	\$1,908,914	-\$355,431	-10.3	3
Drinking Places - Alcoholic Beverages	7224	\$4,392,374	\$3,410,967	\$981,407	12.6	22
Restaurants/Other Eating Places	7225	\$122,623,850	\$81,432,712	\$41,191,138	20.2	181

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

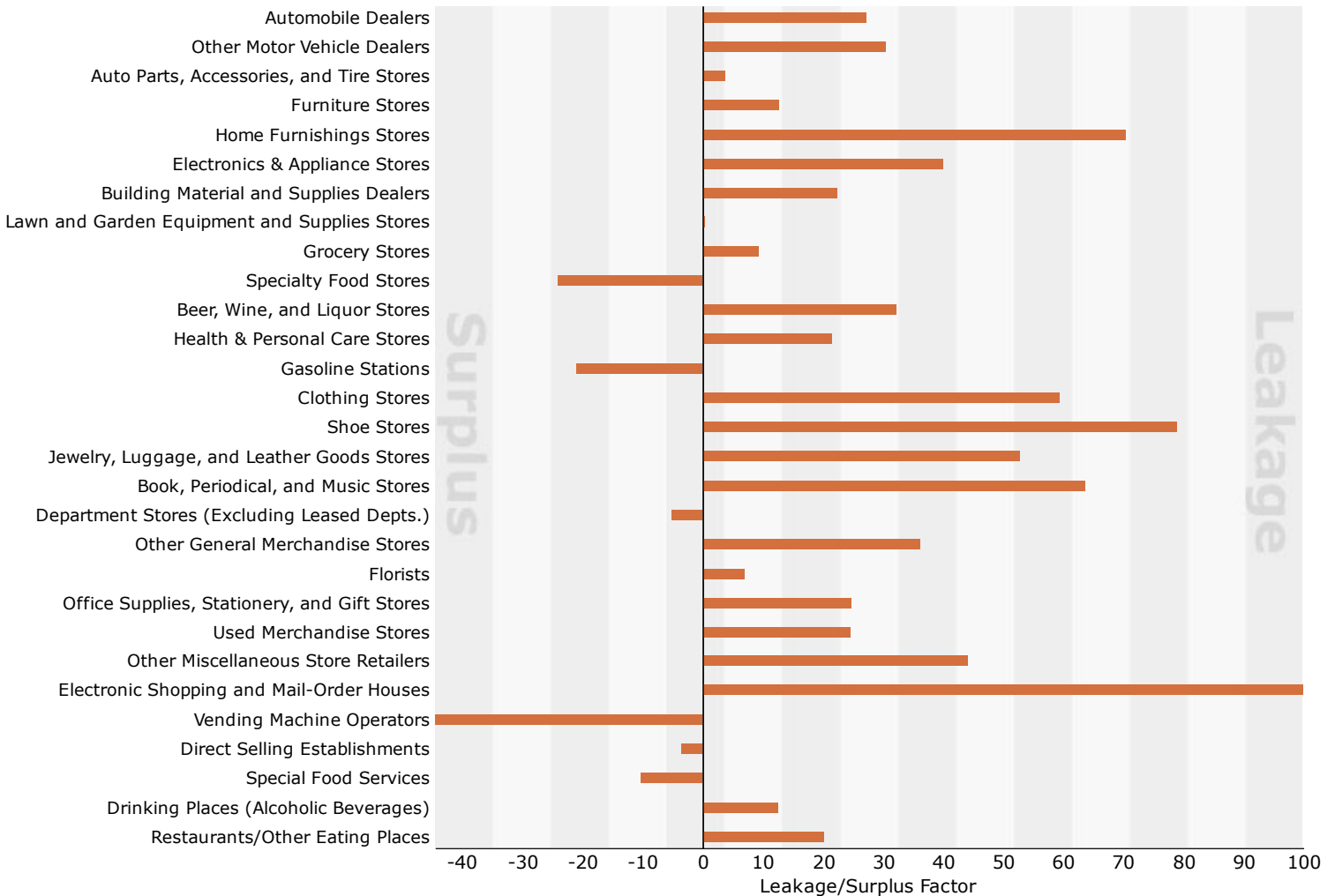
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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